

Joe Bustillos

October 23, 1990

Midterm Critique: Editorial to Persuade

"Saving the Laguna Laurels area is a victory, but it isn't the war"

This editorial to persuade has the feel of a random series of paragraphs strung together. Granted, proving apathy is a difficult task, but the negative tone overwhelms the evidence. The piece also suffers from a number errors in unclear meaning.

For example, in the second paragraph the writer refers to environmentalists picketing Irvine Company chairman Donald Bren. Did they follow the man around with placards or did they picket his office?

Another example, in the sixth paragraph, the writer mentions plans to widen a scenic road, traffic in Santa Margarita and the presence of deer and coyotes. What? The connection of coyotes and traffic congestion escapes me. But then, that might be the writer's point.

The editorial would have been helped had the writer developed Nascente ridge or Santa Margarita stories more. Those unfamiliar with the specifics would have been drawn into the argument had a bit more history been dispensed.

As it is, because of the way the writer skips from example to example, it feels disjointed. More depth and less breadth would have helped this editorial tremendously.

?
Because of the local nature of the editorial, sources could be limited to the Orange County Register and the Los Angeles Times. The ambitious writer would have consulted the city and county environmental impact studies and related documents.

in view of the large scope environmental issues entail, and
the difficulty of making sense of the political issues involved,
clarifying the focus of this editorial would have cleared up a lot
of randomness expressed by it.

x x x

more
examples of
other sources
18